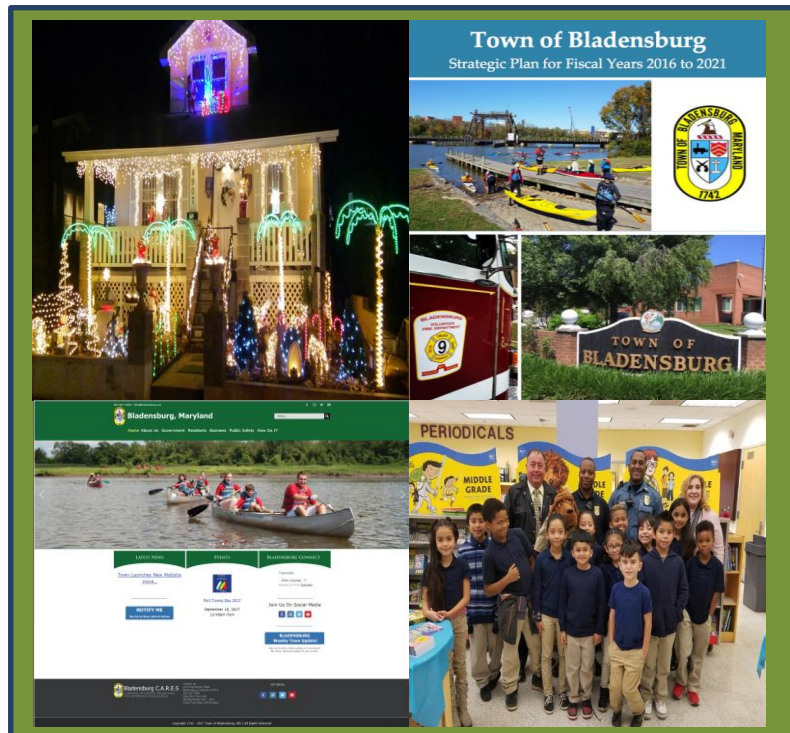


Town Administrators December 2017 Monthly Report



Town of Bladensburg
December 2017
Debi Sandlin, Town Administrator

Town Administrators December 2017 Monthly Report

EXECUTIVE SUMMARY

Dear Mayor and Council,

As 2017 comes to end, now is a time to reflect back on the many accomplishments that have been achieved by Town staff. All of these accomplishments are a result of the committed and extraordinary talent our team displays on a daily basis. A few of these accomplishments include:

TOWN ACCOMPLISHMENTS



1. Redesigned and Launched a Brand New Website

BladensburgMD.gov is a brand new website designed to be an interactive, easy to navigate networking system where residents, businesses and visitors can access up-to-date news, find information on services provided by the Town, learn about upcoming events, meetings; and much, much more.

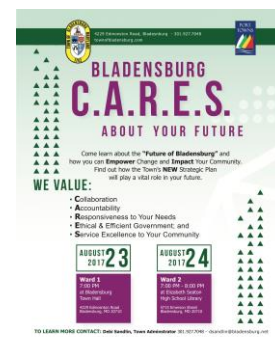
2. Adoption of a Five-Year Strategic Plan

The Town's Strategic Plan was completed and adopted by the Mayor and Town Council. The purpose of the Strategic Plan is to guide the future economic sustainability of the Town. The Plan focuses on four Strategic Goals:

1. Economic Development
2. Police and Public
3. Infrastructure and Roads
4. Collaboration & Partnerships

3. Bladensburg C.A.R.E.S Community Meetings

Town staff in collaboration with Councilmember Ficklin coordinated a Bladensburg C.A.R.E.S. "About Your Future" promotional campaign. The goal of the campaign was to take the newly adopted Strategic Plan on the road to 1) encourage community engagement; 2) educate the community on how they can empower change; and 3) learn about how the Strategic Plan will play a vital role in ensuring the economic sustainability for the Town of Bladensburg.



Presentations were held at Town Hall for Ward I residents, Elizabeth Seton High School for Ward II residents and at Newton Green Senior Apartments.

4. Department Head Community Forum

To better facilitate a discussion and improve communication between Town staff and the community, a Department Head Community Forum was initiated. The purpose of this Forum



was to provide an opportunity where residents could meet each of the department heads and have an open exchange on matters important to the community.

5. Meet the Town Administrator and Chief of Police Community Meeting The purpose of the meeting was to discuss the role of 21st Century Policing in the Town of Bladensburg; and inform the community on how the Police Department is actively implementing outreach initiatives to better engage the community and foster a positive proactive relationship with the community.

6. Code Enforcement Guideline Community Meeting

The Town Administrator along with the Code Enforcement Supervisor and the Chief of Police, held a community meeting to inform the community about the role and responsibility Code Enforcement plays in enforcing Town codes and regulatory policies; and to address and answer concerns and matters the community has related to Code Enforcement in the Town.

7. Tax Differential increased

Mayor Walter James and the Town Administrator were able to successfully present their case to the County Executive during his municipal budget listening session on why it would not be fair to decrease the amount of the tax differential municipalities receive each year from the County. We stressed the responsibility to be good stewards of how our taxpayer's dollars are being utilized and by purchasing Town vehicles upfront we were not only eliminating a debt the Town would have to carry but preventing the Town from incurring interest payments over the terms of a loan. The County's Office of Budget and Management (OMB) were penalizing municipalities by not applying the Tax Differential to municipalities paying for their vehicles upfront. We successfully argued our residents are still paying for these vehicles whether they are purchased upfront or through a loan and it would not be fair to reduce the amount of the Tax Differential they rightfully should receive as taxpayers of the Town of Bladensburg and Prince George's County. The County Executive agreed and overturned the decision by the Office of Budget and Management, resulting in an estimated \$90,000 back to Town residents.

7. TEXT to Join Marketing Campaign

A TEXT to join the Town of Bladensburg E-Blast mailing list Marketing Campaign was developed to increase the number of subscribers receiving the Town's weekly E-Blast. In January 2017 the Town had 400 subscribers and ended 2017 with 1184 subscribers.



8. Installation of Pet Waste Stations throughout the Town

As a part of Prince George's County's Department of Environment's (DOE) Pet Waste Management initiative, eight (8) new pet waste stations have been installed in the Town. The new doggie bag stations have been installed to encourage residents to pick up after their pets and properly dispose of their pet waste in the new stations located throughout the Town.

9. Newly Renovated Town Park



The recently updated and renovated Town Park has been completed and renamed the David C. Harrington Community Park. The updates include several new amenities:

- A pavilion with picnic tables & a new grill to have cookouts on.
- A cushioned walking path, designed to be easier on the knees & feet when you are walking.
- Covered picnic area next to the playground to provide parents with shade while their children are playing in the playground area.
- Exercise equipment stations to provide the community with an enjoyable exercise experience.

10. 450/Annapolis Road Redevelopment Master Plan Initiative The Town partnered with the University of Maryland's Real Estate Development Fall 2017 class to study and recommend the best and highest uses for the section of 450/Annapolis Road between Edmonston Road and the 450/202 Split. The findings and recommendations are expected to be presented to the Mayor and Town Council during the January 2017 Work Session.

GRANTS RECEIVED

1. Community Block Grant - PY42 – Street Improvements on 53rd Place between Tilden Road and Shepherd Street - \$100,000.
2. Community Block Grant - PY43 – Sidewalk Improvements on Tilden Road - \$100,000.
3. Community Legacy Grants - \$373,750
4. MEA Weatherization Grants - \$750,000.
5. Prince George's Preservation Historic Commission Grant - \$47,106 – to restore the buttress at the Bostwick House - \$47,106.

6. Maryland Heritage Areas Authority Grant - for restoration of the front porch and buttress (Phase 2) at Bostwick - \$87,500.
7. Department of Housing and Community Grant – PG Municipal - \$150,000.
8. Department of Housing and Community Grant – Big Belly Trash Cans - \$100,000.
9. MDOT Aggressive Driving Grant - \$4,000.
10. Pedestrian Safety Grant - \$2,000.
11. School Bus Safety Grant – 6,000.
12. Guns – Gang Violence Grant – 4,000.

Total Grants Received in 2017 - \$1,824,356.

CODE ENFORCEMENT ACCOMPLISHMENTS

Over the past year, the Town's Code Enforcement Division has proactively increased their education and information outreach efforts to educate and inform residents on how they can work with the Town to address potential code violations and concerns. Their outreach efforts have included holding community engagement meetings; sharing of information on the various social media platforms being used by Town; and developing informational flyers to distribute at meetings as well as posting information on the Town's website. Their community outreach efforts resulted in a decrease in several areas of concern to the community during 2017 including:

- Calls for Service – 10.51% decrease
- Graffiti complaints – 40.62% decrease
- Animal Calls – 58.27% decrease
- Sign Complaints – 11.86% decrease
- Trash Complaints – 11.52% decrease

FINANCE DEPARTMENT ACCOMPLISHMENTS



- Completed the FY18 Budget with multiple work sessions, hearings, Constant Yield, etc.
- Participated in the Strategic Planning Process.
- Successfully assisted in appealing the Tax Differential.
- Participated in the Zoning Rewrite process.
- Full review of fixed assets and cleaned up the schedule.
- Successfully completed the FY18 Audit.

POLICE DEPARTMENT ACCOMPLISHMENTS



Over the past year The Bladensburg Police Department has been committed to increasing their community engagement and has established and implemented numerous successful programs. Below are a few highlights of the department's accomplishments for 2017.

- In June the Bladensburg Police Department held a Bike Rodeo designed to promote bicycle safety and good riding habits as well introduce the participants to the Anacostia River Trail System located at the beautiful Bladensburg Waterfront Park. The three 7-Eleven stores located in the Town of Bladensburg helped sponsor the event by providing FREE child and adult bicycle helmets, gift bags and refreshments. Over 20 residents from the Port Towns area participated in the event.
- During the summer the Bladensburg Police Department hosted a six-week Citizens Police Academy. Students were given an opportunity to learn about police procedures and training including crime scene processing and shoot/don't shoot scenarios on a simulator. Each student received a Certificate of Completion and a commemorative shirt.
- In August the annual National Night Out was held at the David C. Harrington Community Park. Residents had an opportunity to meet with our police officers.
- On the evening of Saturday, August 26th, the Bladensburg Police Department hosted a "Movie Night in the Park" featuring *Zootopia* on the 'big screen' in the David C. Harrington Community Park.
- In October 2017 officers from the Bladensburg Police Department participated in *National Coffee With A Cop Day*. It was the 2nd annual event but the Department's first time to participate. La Chiquita Restaurant, 4821 Annapolis Road, was the host.
- On Saturday, October 28th, the departments COPS Division teamed up with the staff from the Bladensburg Community Center to host Fall Fright Frenzy. An estimated 150 participants came out for roller skating, Trunk-or-Treating, dancing and pizza! Participants also received information from M-NCPPC, Bladensburg Police, Bladensburg Volunteer Fire Department, Bladensburg Library, The Magic Johnson Center and the Town of Bladensburg.
- On October 31st our own PFC LoQuene Brown received the Phyllis Campbell Newsome Public Policy Leadership Award. The award was presented by the Center for Nonprofit Advancement for his commitment to the nonprofit community of Prince George's County.
- Additionally, our officers assisted in securing and delivering food baskets at both Thanksgiving and Christmas. They also coordinated a Thanksgiving lunch for those in need at Mango Café.
- In December officers hosted dinner with Santa in partnership with the Bladensburg Community Center and "Shop with A Cop" in partnership with Walmart.



PUBLIC WORKS

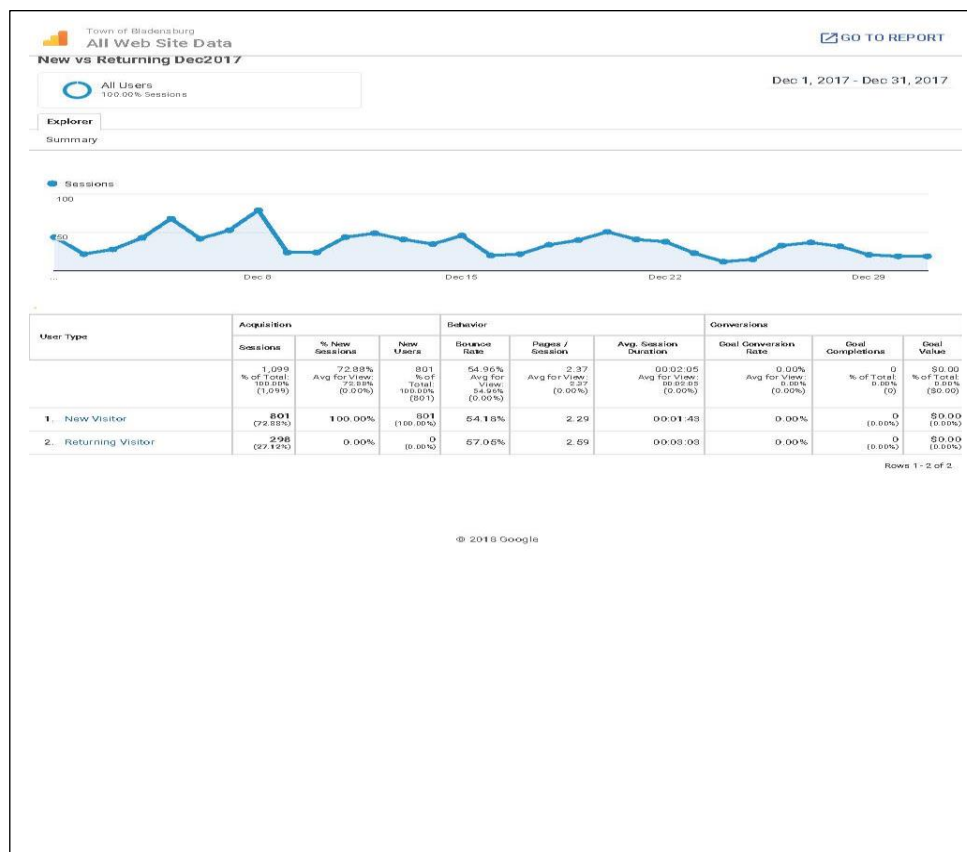
Our Public Works crews are committed to providing Town residents and businesses with the many essential town services they have come to expect, including building maintenance, snow removal, street maintenance, street cleaning, and traffic sign repair. A few of their accomplishments during 2017 are as follows:

- Painted Yellow lines on 57th and 58th Avenue.
- Applied thermoplastic material to 50% of the crosswalks in the Town (roughly 1,257 feet).
- Installed eight (8) Pet Waste Stations.
- Installed three (3) Big Belly Trash Receptacles.
- Repaired Stops signs in the 4500 block of 57th Avenue and the 5700 block of Heron Way.

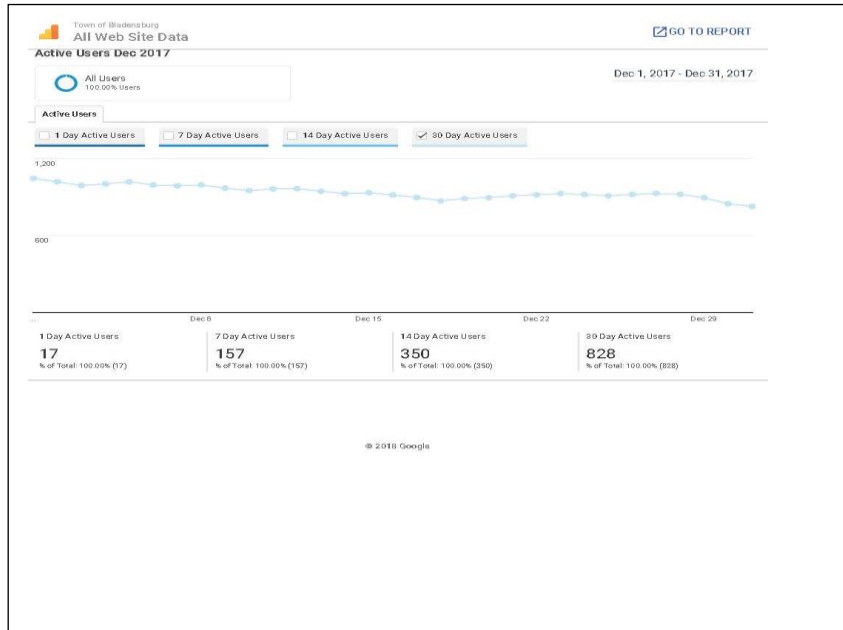
WEBSITE ANALYTICS

The data for December 2017 shows there were 828 visitors to the website, of which, 801 were new visitors to the site. Additionally the data shows the most frequently used devices when visiting the site were, Desktops (58.51%), iPhones (36.49%) and tablets (5%).

New vs Returning Visitors to the Website



Active Users December 2017

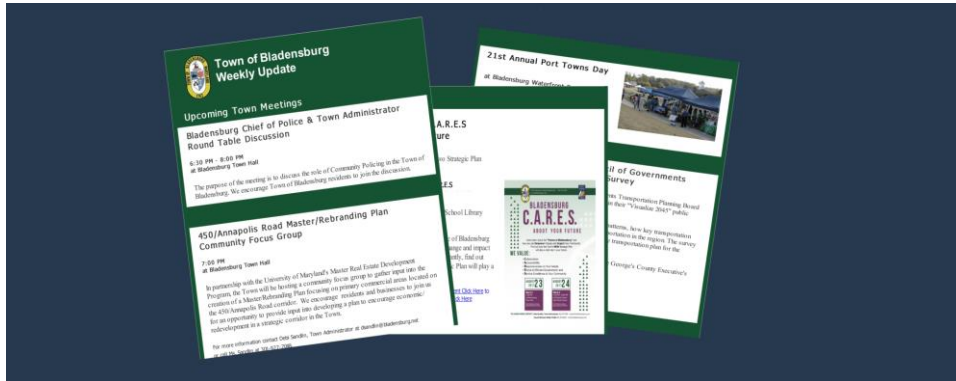


Mobile-Desk-Tablet Overview



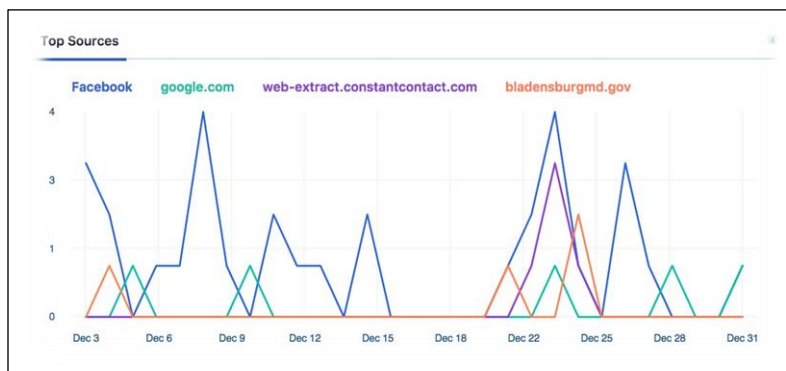
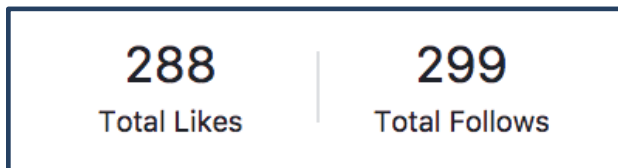
CONSTANT CONACT MAILING

During the month of December 200 new e-mail addresses were generated, our highest since we began the E-Blast promotional campaign. We are happy to say we not only reached our year end goal of signing up 1,000 subscribers but surpassed our goal and ended 2017 with 1184 subscribers to the Town's weekly News-Blast.



FACEBOOK UPDATE

From January 2016 to Dec 2017, the Town has gone from 0 followers to 288 total likes and 299 total followers.



Follow the Town of Bladensburg on Facebook and Twitter

DECEMBER 2017
MEETINGS/EVENTS/COMMUNITY INVOLVMENT

The Town Administrator was involved in the following meetings/events/ and community outreach activities:

1. Participated in COPS activities including Lunch with a COP and the senior citizen appreciation luncheon.
2. Participated in the Prince Georges County TNI Gang meeting. The purpose of the meeting was to begin a dialog on how to address issues (i.e. gang activities) that our students are encountering in the Port Towns community and to begin to identify solutions as to how we can rectify the problem.
3. Attended the Town's Annual Yule Log Holiday Event.
4. Attended the Prince Georges County Chamber of Commerce Holiday Reception.
5. Attended the Maryland City/County Manager's Associations Holiday Luncheon.